

TO: R. Stirlen

DATE: August 27, 1982

FROM: C. Gillis

SUBJECT: MERIT REPORT UPDATE

The following timetable outlines the dates and activities currently planned between now and the budget review meeting to be held in September.

Week BeginningMerit Report Activity

August 23

- Outline current pros and cons of MR.
- Receive five agency proposals for restructuring MR activity during 1983.
- Update Leo Burnett regarding MR and pursue possibility of new creative presentation.

August 30

- Prepare an outline of five agency proposed scenarios and those created as a result of brainstorming sessions.
- Conduct background research on:
 - . possibility of preparing written review of 1981 MR results
 - . the number and sponsors of current sociological surveys conducted.
 - . development of editorial/advisory board.
 - . possibility of establishing core/base of national slate of questions for use during 1983
 - . possibility of MR spokesperson
 - . effects of changing polling frequency and/or adding 5 - 10 questions in coach

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September 7

- With information gathered from previous week, review scenarios developed with Ellen, PR agencies and Audits & Surveys to:

- . determine limitations in scenarios
- . develop budget levels
- . finetune scenarios

September 13

- Finalize few complete workable scenarios for presentation to TK and Fitz.
- Review suggestions made and develop final recommended MR scenario.

September 20

- Final scenario available for budget review meeting.

Cathy

cc: D. Iozzo

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